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Contract

## **Experiential Services**

Northern Trains Limited

F06: Contract award notice – utilities

Notice identifier: 2025/S 000-046758

Procurement identifier (OCID): ocds-h6vhtk-04c1d7

Published 7 August 2025, 10:05am

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

#### **Email**

[Holly.Peters@northernrailway.co.uk](mailto:Holly.Peters@northernrailway.co.uk)

#### **Telephone**

+44 929708826

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.northernrailway.co.uk](http://www.northernrailway.co.uk)

**I.6) Main activity**

Railway services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Experiential Services

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Northern Trains Limited (Northern) are looking for an agency partner to deliver experiential activations on our behalf. Experiential activations will need to be true to the Northern brand, authentic and relevant to our consumer.

**II.1.6) Information about lots**

This contract is divided into lots: No

**II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £720,000

**II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

### **II.2.4) Description of the procurement**

Northern Trains Limited (NTL) conducted this procurement using the negotiated procedure in accordance with regulation 47 of the Utilities Contracts Regulations 2016. Following the ITN Stage, NTL now enters into one contract with the successful Tenderer for an initial period of two (2) years with extension options for a further period of up to two (2) years that are to be taken in up to one (1) year periods for a maximum potential period of four (4) years.

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-038918](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

6 August 2025

#### **V.2.2) Information about tenders**

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Fresh Approach (UK) Limited

Manchester

M2 6LW

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

05210250

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £720,000

Total value of the contract/lot: £720,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=967928928> GO

Reference: GO-202587-PRO-31755866

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Northern Trains Limited

George Stephenson House, Toft Green

York

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Telephone

+44 929708826

Country

United Kingdom